



## How will VoIP Impact the Canadian Consumer Voice Market?

VoIP is shaping up as the major industry development of 2004 and one of the key drivers of new investment. Assessing how it will impact stakeholders in the Canadian industry is a major challenge. Among the key questions are what could be the impact on overall industry revenues for local and long distance voice services? Will VoIP result in softening of revenues for local voice services, similar to the long distance experience, or is there more to VoIP and can overall revenues be expected to rise with new features and compelling applications? What is the relative positioning of cablecos vs telcos vs ISPs and mobile/fixed wireless carriers in light of this emerging opportunity? These questions and more will be discussed in the upcoming independent market research report entitled **“LYA Canadian Consumer Telecom & Cable TV Market Forecasts 2004”**.

[Click here](#) to find out more about the report and for ordering information.